

Innovative Advertising
403 N Columbia Street
Covington LA 70433

NC Supreme Court/ Issue
Submission Number 4143 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	NC Supreme Court/ Issue	Submission Cost:	11400	Campaign Ref:	BJW12102301
Buyer:		Client/Product/Estimate:	. / . / 1022	Sales Rep:	WNCN Political
Schedule Dates:	10/24/12 to 10/30/12	Weeks:	2	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	NC Supreme Court/ Est 1022	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 9a Today Show II MTWTF..	03	240	30 Comme	Nbr of Spots 3		3	720
2	M-F 9a Today Show II MTWTFSS	03	240	30 Comme	Nbr of Spots 2		2	480
3	Mon 8-10p ET / 7-9p CT Voice M.....	04	4000	30 Comme	Nbr of Spots 1		1	4000
4	Tue 10p ET / 9p CT Go On MTWTFSS Isolations: W/C 10/22 .T.....	05	1500	30 Comme	Nbr of Spots 1		1	1500
5	Fri 9p ET / 8p CT GrimmF..	03	2200	30 Comme	Nbr of Spots 1		1	2200
6	Sun 11a Chris Matthews Show MTWTFSS Isolations: W/C 10/22S	03	100	30 Comme	Nbr of Spots 1		1	100
7	Sun 7p ET / 6p CT Football Night In America MTWTFSS Isolations: W/C 10/22S	03	2400	30 Comme	Nbr of Spots 1		1	2400
Weekly Totals: Total Spots(Ord Spots)					6	4	10	

Grand Totals

		Month 10 Weeks: 4	Month 11 Weeks: 4
		10/22	10/29
Spots	Totals	10	6
Cost		11400	5420
			5980

Grand Totals:

Spots:	10
Gross Total:	11,400.00
Commission:	1,710.00
Net Total:	9,690.00



Buy Detail Report

Revision #:

Date: 10/23/2012

Client: NC Supreme Court

Estimate: 1022

Send Billing To: Innovative Advertising

Media: TV

Description: NC Supreme Court Raleigh Camp 2 10_23 thru 10_29

4250 Hwy 22

Product: Political

Flight Start Date: 10/22/2012 05:00 AM

Suite 7

Market: Raleigh-Durham

Flight End Date: 10/29/2012 04:59 AM

Mandeville, LA 70471

Primary Demo: Adults 35+

Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)

Phone: 985.377.7161

Separation between spots: 30

Buyer: Heidi Guerra

Fax: 985.377.7118

Line No	Daypart Program	STN Gross	Wks	Dur	Total Spots	Adults 35+	Rtg/CPP
WNCN-TV							
1	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	\$240.00	30	✓ 2 ✓	5	1.5	\$160.00
2	M 8:00p-10:00p AVG. ALL WKS	\$4,000.00	30	0 1 ✓	1	7.5	\$533.33
3	Tu 10:00p-11:00p AVG. ALL WKS	\$1,500.00	30	1 0 ✓	1	2.4	\$625.00
4	F 9:00p-10:00p GRIMM-NBC	\$2,200.00	30	1 ✓ 0	1	4.4	\$500.00
5	Su 11:00a-11:30a CHRIS MATTHEWS	\$100.00	30	1 ✓ 0	1	0.4	\$250.00
50	Su 7:00p-8:15p AVG. ALL WKS	\$2,400.00	30	1 ✓ 0	1	8.5	\$282.35
Total Spots:					10		
Total GRP/GIMP(000):					20.2	10.5	30.7
Total CPP/CPM:							\$371.34
Total Cost:		\$11,400.00					

Signature: _____

Disclaimer:

Spots must run within scheduled flight dates and must be approved in advance by the buyer. All invoices must match the broadcast order and any make goods must be approved prior to running. Invoices are due on the 5th of the month in duplicate. Station agrees that Innovative can cancel this media campaign at any time. At least 50% of all placed GRPs must be matched. All sports programming spots must run during game and not pregame, postgame or at halftime otherwise spots will be credited. By accepting this buy, station understands and agrees that INN is acting solely as an agent for said client in which all billing will be in care of INN and ultimate liability of payment will rest with said client until client makes payment to agency. This placement and acceptance of it supersedes and overrides any previously executed contracts and applications of credit that contradicts this liability transfer agreement.



Buy Detail Report

BW012102301

Revision #:

Date: 10/23/2012

Send Billing To: Innovative Advertising

4250 Hwy 22

Suite 7

Mandeville, LA 70471

Phone: 985.377.7161

Fax: 985.377.7118

Client: NC Supreme Court
Media: TV
Product: Political
Market: Raleigh-Durham
Primary Demo: Adults 35+
Separation between spots: 30
Estimate: 1022
Description: NC Supreme Court Raleigh Camp 2 10_23 thru 10_29
Flight Start Date: 10/22/2012 05:00 AM
Flight End Date: 10/29/2012 04:59 AM
Survey: Nov12 Proj. (Nov11 HUT, May12 SHR)
DMA Nielsen Live+7
Buyer: Heidi Guerra

W-F M-Tue

Line No	Daypart	STN Gross	Wks	Dur	Total Spots	Adults 35+	Rtg/CPP
1	WNCN-TV MTWThF 9:00a-10:00a TODAY SHW2-NBC	\$240.00 ✓	30	3	2	5	1.5
2	M 8:00p-10:00p AVG. ALL WKS	\$4,000.00 ✓	30	0	1	1	7.5
3	Tu 10:00p-11:00p AVG. ALL WKS	\$1,500.00 ✓	30	1	10/30 10p 600m	1	2.4
4	F 9:00p-10:00p GRIMM-NBC	\$1,000.00 2,200 ✓	30	1	0	1	4.4
5	Su 11:00a-11:30a CHRIS MATTHEWS	\$100.00 ✓	30	1	0	1	0.4
6	Su 8:15p-11:15p NBC	\$2,500.00 11,000 ✓	30	1	0	1	11.1
Total Spots: 7 3							10
Total GRP/GIMP(000): 22.8 10.5							33.3
Total CPP/CPM:							\$345.35
Total Cost: \$11,500.00							10

Handwritten notes: 10/30 10p 600m, 2x, suggest, Sun 7-815p Pregame \$2,400

Signature: _____

Disclaimer:

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WNCN-TV	Date: 10/23/12
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I, HEIDI GUERRA
do hereby request station time concerning the following issue:

NC JUDICIAL COALITION (SUPREME COURT)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges: \$11,400 GROSS

This broadcast time will be used by: NC JUDICIAL COALITION

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

NC JUDICIAL COALITION

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/23/12

Date

HEIDI GUERRA

Signature

985.377.7161

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title